

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A merchandising strip for displaying a plurality of discrete packages, comprising:

an elongated, narrow strip of plastic capable of supporting a plurality of discrete packages ~~having a given width~~, said strip of plastic having a plurality of edges along ~~, and having~~ a longitudinal axis, said strip of plastic having a first coated side, ~~the coating on said first side covering the entire surface of such first side,~~ and a second ~~uncoated~~ side, ~~whereby said coated side allows said plastic strip to be easily rolled up and unrolled from a roll; and~~

a plurality of adhesive elements, said plurality of adhesive elements having an adhesive substance, each adhesive element capable of removably adhering to a discrete package of the plurality of discrete packages, ~~having a width less than said given width~~, said plurality of adhesive elements laminated to said second uncoated side of said strip of plastic; and ~~, said adhesive elements being aligned along the longitudinal axis of said strip, and having a predetermined spacing between each two of said plurality of adhesive elements, said adhesive elements each having at least one edge, wherein none of the plurality of plastic strip edges coincides with any of the adhesive element edges.~~

wherein the coating of said first coated side is substantially non-adhesive to said plurality of adhesive elements, whereby ease in rolling and unrolling said plastic strip along the longitudinal axis is enabled by said coated side and adhesive element combination.

2. (Original) The merchandising strip according to Claim 1, wherein said strip of plastic is clear plastic.
3. (Canceled).
4. (Previously Presented) The merchandising strip according to Claim 1, wherein said coating on said first side is comprised of silicone.
5. (Original) The merchandising strip according to Claim 1, wherein said adhesive elements each have a circular configuration.
6. (Original) The merchandising strip according to Claim 1, wherein said adhesive elements each have a rectangular configuration.
7. (Original) The merchandising strip according to Claim 1, wherein said adhesive elements each have a square configuration.

8. (Original) The merchandising strip according to Claim 1, wherein said adhesive elements each have a triangular configuration.
9. (Original) The merchandising strip according to Claim 1, wherein said adhesive elements each have a pentagonal configuration.
10. (Original) The merchandising strip according to Claim 1, wherein said adhesive elements each have an oval configuration.
11. (Original) The merchandising strip according to Claim 1, wherein said adhesive elements each have a star configuration.
12. (Original) The merchandising strip according to Claim 1, wherein said strip has first and second ends and has a hole near one end of said strip, to allow said strip to be hung vertically for display.
13. (Original) The merchandising strip according to Claim 1, wherein said strip has first and second ends and has first and second holes, one such hole being near each end of said strip, to allow said strip to be hung vertically for display without regard to the orientation of any such packages attached to said adhesive elements.
- 14-21. (Canceled).